




**West Point Shopping Center**  
**3800 W 5400 S, Salt Lake City, UT, 84118**  
**Drive Time: 3, 5 Minutes**

**Latitude: 40.65273**  
**Longitude: -111.98229**


	3 minutes	5 minutes
 2000 Total Population	23,340	80,794
2000 Group Quarters	13	86
2010 Total Population	23,705	84,765
2015 Total Population	24,575	89,559
2010 - 2015 Annual Rate	0.72%	1.11%
 2000 Households	6,601	22,898
2000 Average Household Size	3.53	3.52
2010 Households	6,898	24,664
2010 Average Household Size	3.43	3.43
2015 Households	7,205	26,241
2015 Average Household Size	3.41	3.41
2010 - 2015 Annual Rate	0.87%	1.25%
2000 Families	5,623	19,433
2000 Average Family Size	3.78	3.78
2010 Families	5,671	20,224
2010 Average Family Size	3.72	3.73
2015 Families	5,841	21,241
2015 Average Family Size	3.71	3.72
2010 - 2015 Annual Rate	0.59%	0.99%
 <b>2000 Housing Units</b>	6,726	23,500
Owner Occupied Housing Units	85.1%	79.3%
Renter Occupied Housing Units	13.1%	18.2%
Vacant Housing Units	1.8%	2.5%
<b>2010 Housing Units</b>	7,068	25,501
Owner Occupied Housing Units	82.6%	76.6%
Renter Occupied Housing Units	15.0%	20.1%
Vacant Housing Units	2.4%	3.3%
<b>2015 Housing Units</b>	7,394	27,182
Owner Occupied Housing Units	82.3%	76.2%
Renter Occupied Housing Units	15.1%	20.3%
Vacant Housing Units	2.6%	3.5%
<b>Median Household Income</b>		
2000	\$47,798	\$49,930
2010	\$61,301	\$62,871
2015	\$69,012	\$71,077
<b>Median Home Value</b>		
2000	\$119,353	\$126,740
2010	\$163,314	\$172,491
2015	\$191,559	\$204,157
<b>Per Capita Income</b>		
2000	\$15,083	\$16,150
2010	\$20,409	\$21,161
2015	\$23,665	\$24,635
<b>Median Age</b>		
2000	27.0	26.6
2010	28.9	28.7
2015	28.8	29.1

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 <b>2000 Households by Income</b>		
Household Income Base	6,517	22,859
< \$15,000	7.2%	6.2%
\$15,000 - \$24,999	9.1%	8.8%
\$25,000 - \$34,999	14.9%	13.5%
\$35,000 - \$49,999	21.8%	21.6%
\$50,000 - \$74,999	26.9%	28.2%
\$75,000 - \$99,999	12.2%	12.9%
\$100,000 - \$149,999	6.2%	6.7%
\$150,000 - \$199,999	1.0%	0.9%
\$200,000+	0.7%	1.2%
Average Household Income	\$54,074	\$56,884
<b>2010 Households by Income</b>		
Household Income Base	6,898	24,663
< \$15,000	3.8%	3.9%
\$15,000 - \$24,999	5.3%	5.1%
\$25,000 - \$34,999	7.7%	7.4%
\$35,000 - \$49,999	17.8%	16.3%
\$50,000 - \$74,999	30.7%	30.5%
\$75,000 - \$99,999	18.1%	19.0%
\$100,000 - \$149,999	12.5%	13.6%
\$150,000 - \$199,999	2.6%	2.5%
\$200,000+	1.5%	1.8%
Average Household Income	\$70,181	\$72,807
<b>2015 Households by Income</b>		
Household Income Base	7,206	26,241
< \$15,000	2.8%	2.8%
\$15,000 - \$24,999	4.1%	3.7%
\$25,000 - \$34,999	5.3%	5.1%
\$35,000 - \$49,999	11.0%	9.7%
\$50,000 - \$74,999	33.5%	32.9%
\$75,000 - \$99,999	16.5%	17.1%
\$100,000 - \$149,999	19.9%	21.4%
\$150,000 - \$199,999	4.9%	4.8%
\$200,000+	2.0%	2.6%
Average Household Income	\$80,737	\$84,169
<b>2000 Owner Occupied HUs by Value</b>		
Total	5,708	18,622
<\$50,000	0.6%	1.1%
\$50,000 - 99,999	19.0%	12.8%
\$100,000 - 149,999	69.2%	66.6%
\$150,000 - 199,999	8.6%	15.0%
\$200,000 - \$299,999	2.2%	3.4%
\$300,000 - 499,999	0.1%	0.9%
\$500,000 - 999,999	0.1%	0.1%
\$1,000,000+	0.3%	0.1%
Average Home Value	\$126,295	\$133,544
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>		
Total	891	4,332
With Cash Rent	91.7%	96.4%
No Cash Rent	8.3%	3.6%
Median Rent	\$734	\$637
Average Rent	\$708	\$659

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>		
 Total	23,339	80,794
Age 0 - 4	9.6%	9.5%
Age 5 - 9	9.8%	9.6%
Age 10 - 14	9.5%	9.4%
Age 15 - 19	9.7%	10.1%
Age 20 - 24	8.2%	8.8%
Age 25 - 34	15.3%	15.0%
Age 35 - 44	14.5%	14.6%
Age 45 - 54	11.8%	11.9%
Age 55 - 64	5.1%	5.8%
Age 65 - 74	4.3%	3.5%
Age 75 - 84	1.9%	1.5%
Age 85+	0.2%	0.3%
Age 18+	65.0%	65.3%
<b>2010 Population by Age</b>		
Total	23,705	84,768
Age 0 - 4	9.6%	9.5%
Age 5 - 9	9.4%	9.1%
Age 10 - 14	9.2%	8.7%
Age 15 - 19	9.4%	9.3%
Age 20 - 24	6.9%	7.5%
Age 25 - 34	14.8%	15.9%
Age 35 - 44	14.1%	13.5%
Age 45 - 54	12.8%	12.7%
Age 55 - 64	7.5%	7.7%
Age 65 - 74	3.3%	3.7%
Age 75 - 84	2.4%	1.9%
Age 85+	0.6%	0.5%
Age 18+	66.0%	67.0%
<b>2015 Population by Age</b>		
Total	24,573	89,561
Age 0 - 4	9.7%	9.6%
Age 5 - 9	9.5%	9.2%
Age 10 - 14	9.8%	9.3%
Age 15 - 19	9.1%	8.8%
Age 20 - 24	7.2%	7.7%
Age 25 - 34	13.0%	14.2%
Age 35 - 44	14.8%	14.8%
Age 45 - 54	12.3%	11.8%
Age 55 - 64	7.7%	7.9%
Age 65 - 74	4.3%	4.4%
Age 75 - 84	1.9%	1.8%
Age 85+	0.8%	0.6%
Age 18+	65.4%	66.6%
<b>2000 Population by Sex</b>		
Males	50.4%	50.6%
Females	49.6%	49.4%
<b>2010 Population by Sex</b>		
Males	50.3%	50.4%
Females	49.7%	49.6%
<b>2015 Population by Sex</b>		
Males	50.3%	50.4%
Females	49.7%	49.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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


	3 minutes	5 minutes
 <b>2000 Population by Race/Ethnicity</b>		
Total	23,340	80,794
White Alone	82.8%	83.2%
Black Alone	0.8%	0.9%
American Indian Alone	0.9%	0.8%
Asian or Pacific Islander Alone	4.4%	4.9%
Some Other Race Alone	8.5%	7.4%
Two or More Races	2.6%	2.8%
Hispanic Origin	17.2%	16.3%
Diversity Index	50.8	49.6
<b>2010 Population by Race/Ethnicity</b>		
Total	23,705	84,765
White Alone	75.8%	76.7%
Black Alone	1.4%	1.5%
American Indian Alone	1.1%	1.0%
Asian or Pacific Islander Alone	5.2%	5.9%
Some Other Race Alone	13.2%	11.4%
Two or More Races	3.4%	3.6%
Hispanic Origin	26.6%	25.0%
Diversity Index	64.9	63.1
<b>2015 Population by Race/Ethnicity</b>		
Total	24,575	89,560
White Alone	73.6%	74.7%
Black Alone	1.5%	1.7%
American Indian Alone	1.1%	1.0%
Asian or Pacific Islander Alone	5.5%	6.2%
Some Other Race Alone	14.6%	12.6%
Two or More Races	3.7%	3.8%
Hispanic Origin	30.6%	28.8%
Diversity Index	68.7	66.9
 <b>2000 Population 3+ by School Enrollment</b>		
Total	22,075	76,037
Enrolled in Nursery/Preschool	2.5%	2.2%
Enrolled in Kindergarten	1.9%	1.9%
Enrolled in Grade 1-8	16.0%	15.7%
Enrolled in Grade 9-12	9.2%	8.7%
Enrolled in College	3.9%	4.7%
Enrolled in Grad/Prof School	0.3%	0.4%
Not Enrolled in School	66.2%	66.4%
<b>2010 Population 25+ by Educational Attainment</b>		
Total	13,163	47,346
Less than 9th Grade	5.3%	5.6%
9th - 12th Grade, No Diploma	12.5%	10.4%
High School Graduate	35.6%	32.9%
Some College, No Degree	23.4%	25.2%
Associate Degree	9.1%	9.6%
Bachelor's Degree	10.8%	12.0%
Graduate/Professional Degree	3.4%	4.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 <b>2010 Population 15+ by Marital Status</b>		
Total	17,019	61,603
Never Married	27.5%	28.7%
Married	59.3%	58.3%
Widowed	3.2%	2.7%
Divorced	10.1%	10.3%
 <b>2000 Population 16+ by Employment Status</b>		
Total	16,119	56,246
In Labor Force	72.1%	73.5%
Civilian Employed	67.8%	69.4%
Civilian Unemployed	3.9%	3.9%
In Armed Forces	0.3%	0.2%
Not in Labor Force	27.9%	26.5%
<b>2010 Civilian Population 16+ in Labor Force</b>		
Civilian Employed	90.9%	91.1%
Civilian Unemployed	9.1%	8.9%
<b>2015 Civilian Population 16+ in Labor Force</b>		
Civilian Employed	92.5%	92.7%
Civilian Unemployed	7.5%	7.3%
 <b>2000 Females 16+ by Employment Status and Age of Children</b>		
Total	7,988	28,066
Own Children < 6 Only	10.0%	10.0%
Employed/in Armed Forces	7.4%	6.5%
Unemployed	0.3%	0.3%
Not in Labor Force	2.3%	3.2%
Own Children < 6 and 6-17 Only	12.0%	10.3%
Employed/in Armed Forces	5.9%	5.8%
Unemployed	0.5%	0.3%
Not in Labor Force	5.7%	4.2%
Own Children 6-17 Only	23.4%	22.2%
Employed/in Armed Forces	17.0%	16.2%
Unemployed	0.7%	0.6%
Not in Labor Force	5.7%	5.5%
No Own Children < 18	54.6%	57.6%
Employed/in Armed Forces	30.8%	34.6%
Unemployed	2.0%	2.4%
Not in Labor Force	21.8%	20.6%
 <b>2010 Employed Population 16+ by Industry</b>		
Total	11,666	42,950
Agriculture/Mining	1.2%	0.9%
Construction	8.8%	9.1%
Manufacturing	9.4%	9.8%
Wholesale Trade	3.6%	3.9%
Retail Trade	12.8%	12.2%
Transportation/Utilities	6.9%	6.6%
Information	2.8%	2.7%
Finance/Insurance/Real Estate	10.1%	10.5%
Services	39.9%	39.7%
Public Administration	4.5%	4.5%

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<b>2010 Employed Population 16+ by Occupation</b>		
Total	11,664	42,952
White Collar	57.9%	58.6%
Management/Business/Financial	11.5%	11.3%
Professional	15.0%	16.0%
Sales	12.0%	12.1%
Administrative Support	19.4%	19.2%
Services	15.7%	15.6%
Blue Collar	26.4%	25.8%
Farming/Forestry/Fishing	0.0%	0.0%
Construction/Extraction	7.8%	7.6%
Installation/Maintenance/Repair	4.0%	4.0%
Production	6.4%	6.3%
Transportation/Material Moving	8.2%	8.0%
<b>2000 Workers 16+ by Means of Transportation to Work</b>		
 Total	10,775	38,519
Drove Alone - Car, Truck, or Van	78.6%	78.1%
Carpooled - Car, Truck, or Van	14.1%	14.9%
Public Transportation	2.3%	2.5%
Walked	0.9%	0.7%
Other Means	1.0%	0.9%
Worked at Home	3.2%	2.9%
<b>2000 Workers 16+ by Travel Time to Work</b>		
Total	10,773	38,516
Did Not Work at Home	96.8%	97.1%
Less than 5 minutes	1.0%	1.1%
5 to 9 minutes	4.5%	5.6%
10 to 19 minutes	29.0%	28.9%
20 to 24 minutes	23.7%	22.7%
25 to 34 minutes	26.4%	25.4%
35 to 44 minutes	4.2%	4.6%
45 to 59 minutes	4.4%	4.6%
60 to 89 minutes	2.2%	2.6%
90 or more minutes	1.4%	1.5%
Worked at Home	3.2%	2.9%
Average Travel Time to Work (in min)	24.1	24.3
<b>2000 Households by Vehicles Available</b>		
Total	6,612	22,966
None	2.2%	2.8%
1	23.1%	23.8%
2	46.1%	43.8%
3	17.6%	19.4%
4	7.2%	7.0%
5+	3.8%	3.3%
Average Number of Vehicles Available	2.2	2.2

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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 <b>2000 Households by Type</b>		
Total	6,602	22,899
Family Households	85.2%	84.9%
Married-couple Family	66.0%	66.4%
With Related Children	42.2%	42.1%
Other Family (No Spouse)	19.1%	18.5%
With Related Children	13.2%	12.9%
Nonfamily Households	14.8%	15.1%
Householder Living Alone	11.6%	11.0%
Householder Not Living Alone	3.2%	4.1%
Households with Related Children	55.3%	55.0%
Households with Persons 65+	16.1%	13.4%
<b>2000 Households by Size</b>		
Total	6,601	22,898
1 Person Household	11.6%	11.0%
2 Person Household	23.5%	24.4%
3 Person Household	18.9%	18.9%
4 Person Household	19.3%	19.5%
5 Person Household	13.1%	12.7%
6 Person Household	7.2%	7.2%
7+ Person Household	6.4%	6.3%
<b>2000 Households by Year Householder Moved In</b>		
Total	6,613	22,969
Moved in 1999 to March 2000	16.0%	17.7%
Moved in 1995 to 1998	22.6%	25.5%
Moved in 1990 to 1994	17.2%	18.3%
Moved in 1980 to 1989	18.7%	15.7%
Moved in 1970 to 1979	13.5%	14.2%
Moved in 1969 or Earlier	11.9%	8.6%
Median Year Householder Moved In	1992	1993
 <b>2000 Housing Units by Units in Structure</b>		
Total	6,720	23,568
1, Detached	92.4%	83.5%
1, Attached	2.3%	2.9%
2	1.1%	1.9%
3 or 4	1.3%	3.0%
5 to 9	1.2%	2.5%
10 to 19	0.7%	3.1%
20+	0.9%	2.2%
Mobile Home	0.1%	0.9%
Other	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>		
Total	6,724	23,582
1999 to March 2000	1.1%	1.5%
1995 to 1998	2.6%	5.6%
1990 to 1994	4.9%	6.3%
1980 to 1989	23.2%	23.5%
1970 to 1979	33.1%	36.4%
1969 or Earlier	35.2%	26.7%
Median Year Structure Built	1974	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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<b>Top 3 Tapestry Segments</b>		
1.	Milk and Cookies	Milk and Cookies
2.	Rustbelt Traditions	Aspiring Young Families
3.	Rustbelt Retirees	Sophisticated Squires



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$11,521,760	\$43,087,683
Average Spent	\$1,670.30	\$1,746.99
Spending Potential Index	70	73
Computers & Accessories: Total \$	\$1,529,934	\$5,767,324
Average Spent	\$221.79	\$233.84
Spending Potential Index	101	106
Education: Total \$	\$8,646,282	\$31,811,063
Average Spent	\$1,253.45	\$1,289.78
Spending Potential Index	103	106
Entertainment/Recreation: Total \$	\$22,737,252	\$84,308,487
Average Spent	\$3,296.21	\$3,418.28
Spending Potential Index	102	106
Food at Home: Total \$	\$30,399,126	\$112,815,049
Average Spent	\$4,406.95	\$4,574.08
Spending Potential Index	98	102
Food Away from Home: Total \$	\$22,520,822	\$83,754,685
Average Spent	\$3,264.83	\$3,395.83
Spending Potential Index	101	106
Health Care: Total \$	\$25,716,458	\$92,237,269
Average Spent	\$3,728.10	\$3,739.75
Spending Potential Index	100	100
HH Furnishings & Equipment: Total \$	\$12,645,119	\$47,139,892
Average Spent	\$1,833.16	\$1,911.28
Spending Potential Index	89	93
Investments: Total \$	\$10,656,627	\$39,086,889
Average Spent	\$1,544.89	\$1,584.77
Spending Potential Index	89	91
Retail Goods: Total \$	\$165,820,742	\$613,441,579
Average Spent	\$24,038.96	\$24,871.94
Spending Potential Index	97	100
Shelter: Total \$	\$109,914,895	\$413,899,799
Average Spent	\$15,934.31	\$16,781.54
Spending Potential Index	101	106
TV/Video/Audio: Total \$	\$8,571,698	\$31,663,832
Average Spent	\$1,242.64	\$1,283.81
Spending Potential Index	100	103
Travel: Total \$	\$13,110,760	\$49,042,743
Average Spent	\$1,900.66	\$1,988.43
Spending Potential Index	100	105
Vehicle Maintenance & Repairs: Total \$	\$6,564,735	\$24,347,300
Average Spent	\$951.69	\$987.16
Spending Potential Index	101	105

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.